

## **Amendments to the Claims**

The following listing of claims replaces all prior versions and listings of claims in this application.

1-39. (Cancelled)

40. (New) A method for increasing bioavailability of a lipophilic bioactive compound to a subject upon administration, which comprises associating a whey protein with a lipophilic bioactive compound to form a primary composition, the whey protein present in an amount sufficient to increase the bioavailability of the lipophilic bioactive compound to the subject upon administration, and administering the primary composition to the subject, wherein increased amounts of the lipophilic bioactive compound are released as compared to lipophilic compositions that do not include whey protein.

41. (New) The method of claim 40, wherein the whey protein is associated with the lipophilic bioactive compound by:

mixing the lipophilic bioactive compound with a solvent to form a first mixture;  
mixing the first mixture with the whey protein in the form of a powder to form a second mixture; and  
evaporating the solvent from the second mixture to produce the primary composition as a dry powder.

42. (New) The method according to claim 41, wherein the solvent is acetone, ethanol, isopropanol or a mixture thereof.

43. (New) The method according to claim 40, wherein the whey protein is associated with the lipophilic bioactive compound by:

dissolving the whey protein in water to form a first solution;  
dissolving the lipophilic bioactive compound in a solvent to form a second solution;  
combining the two solutions; and  
evaporating the solvent to form the primary composition as a dispersion.

44. (New) The method according to claim 43, wherein the dispersion is heat-treated to produce the primary composition in gel form.

45. (New) The method according to claim 43, wherein the dispersion is dried by spraying or lyophilization to produce the primary composition in powder form.

46. (New) The method according to claim 43, wherein the solvent is acetone, ethanol, isopropanol or a mixture thereof.

47. (New) The method according to claim 40, wherein the lipophilic bioactive compound is obtained, extracted, enriched or purified from a plant, microorganism, yeast or product of animal origin.

48. (New) The method according to claim 47, wherein the lipophilic bioactive compound is obtained, extracted, enriched or purified from tomatoes, soya, green tea, green coffee beans, spices, grapes, cocoa, ginger or cereals, is produced from a bacterium, or is produced from a liver extract or a milk fraction.

49. (New) The method according to claim 40, wherein the lipophilic bioactive compound is selected from the group consisting of: a carotenoid, polyphenol, lipophilic vitamin, flavonoid, isoflavone, curcuminoid, ceramide, proanthocyanidin, terpenoid, sterol, phytosterol, sterol ester, tocotrienol, squalene, or retinoid, alone or as a mixture.

50. (New) The method according to claim 40, wherein the lipophilic bioactive compound is a tomato extract, a soybean extract or a mixture thereof.

51. (New) The method according to claim 40, which further comprises adding at least one of vitamin C, tocopherol, an emulsifier, a stabilizer or another additive to the primary composition.

52. (New) The method according to claim 40, wherein the lipophilic bioactive compound is present in an amount of about 0.05 to 50% by weight of the primary composition and the whey protein is present in an amount of about 5 to 90% of the primary composition.

53. (New) The method according to claim 52, wherein the whey protein and the lipophilic bioactive compound are present in the primary composition in a weight ratio of about 1:1 to 500:1.

54. (New) The method according to claim 40, wherein the primary composition is administered to the subject by:

adding the primary composition to a foodstuff, a food supplement or a pharmaceutical preparation; and

orally administering the foodstuff, food supplement or pharmaceutical preparation to a subject such that about 0.001 mg to 50 mg of the lipophilic bioactive compound is administered.

55. (New) The method according to claim 54, wherein the primary composition is added to a foodstuff that comprises a yogurt, a liquid drink, a chocolate-containing product, an ice cream, cereal, coffee or animal food.

56. (New) The method according to claim 54, wherein the primary composition is added to a food supplement that further comprises at least one of a sweetener, a stabilizer, a flavoring or a colorant and is provided in the form of sugar-coated tablets, pills, gelatin capsules, a syrup, a gel or a cream.

57. (New) The method according to claim 54, wherein the content of the primary composition is between about 0.001 and 100% of the foodstuff, food supplement or pharmaceutical preparation.

58. (New) The method according to claim 54, wherein the content of the primary composition is between about 10 and 50% of the foodstuff, food supplement or pharmaceutical preparation.

59. (New) A method of providing increased photostability and oxidation resistance to a lipophilic bioactive compound comprising associating the lipophilic bioactive compound with a whey protein to form a primary composition, wherein the whey protein is present in an amount sufficient to increase the photostability and oxidation resistance of the

lipophilic bioactive compound compared to lipophilic compositions that do not include whey protein.

60. (New) The method according to claim 59, wherein the lipophilic bioactive compound is obtained, extracted, enriched or purified from a plant, microorganism, yeast or product of animal origin.

61. (New) The method according to claim 60, wherein the lipophilic bioactive compound is obtained, extracted, enriched or purified from tomatoes, soya, green tea, green coffee beans, spices, grapes, cocoa, ginger or cereals, is produced from a bacterium, or is produced from a liver extract or a milk fraction.

62. (New) The method according to claim 59, wherein the lipophilic bioactive compound is selected from the group consisting of: a carotenoid, polyphenol, lipophilic vitamin, flavonoid, isoflavone, curcuminoid, ceramide, proanthocyanidin, terpenoid, sterol, phytosterol, sterol ester, tocotrienol, squalene, or retinoid, alone or as a mixture.

63. (New) The method according to claim 59, wherein the lipophilic bioactive compound is present in an amount of about 0.05 to 50% by weight of the primary composition and the whey protein is present in an amount of about 5 to 90% of the primary composition.

64. (New) The method according to claim 63, wherein the whey protein and the lipophilic bioactive compound are present in the primary composition in a weight ratio of about 1:1 to 500:1.